

Windows Phone can keep growth in 2014?

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The rising momentum of Windows Phone started when Nokia unveiled the high-end Lumia 920 smartphone with superior *PureView* imaging technology. Next, Finnish phone company continues to show that in the low-end segment, Nokia is still extremely excellent with Lumia 520. According to recent statistics, the 520 is the best-selling Windows Phone smartphone ever.

Recently, after a lot of waiting, Microsoft finally released the GDR3 update for **Windows Phone 8** that allows manufacturers to launch devices with better hardware. Just waiting for it, Nokia immediately launched the Lumia 1520 phablet equipped with a 6 inch screen with 1920 x 1080 pixel resolution with Snapdragon 800 quad core processor and 2GB of RAM. Next, Verizon is likely to launch Lumia 929 phone with the same specifications as Lumia 1520 but the screen is only 5 inches.

According to *IDC* , the global smartphone market share of Windows Phone OS has increased by 156% in the third quarter of this year, beating the 51.3% growth over the previous year of Android and the growth rate of 25.2%. iOS. However, basically, we also need to note that the above figure is only encouraging because the market share of Android and iOS itself is too big, so the increase cannot be faster than the small market share. of Windows Phone.

The 2014 Windows Phone development orientation of the *Redmond*- based software giant has really become clearer at this time. BlackBerry 10 OS is no longer a big obstacle and has been left behind, Microsoft's mission will be to squeeze into two leading positions today instead of looking back and worrying about **BlackBerry** .



On the software side, what made Windows Phone operating system the most lost was promised to change at a faster pace next year. Specifically, the app store of **Windows Phone** has 200,000 apps, but only 1/5 of the **App Store** or **Google Play Store**, but at least the Microsoft platform has welcomed a lot of popular applications like Instagram. Meanwhile, the updated Windows Phone 8.1 version with the addition of Cortana notification center or virtual assistant is also rushing to be completed to be available in April next year. In the current context, it is possible that Windows Phone users can still hope for a more dramatic transformation of Microsoft after it acquired two major businesses from Nokia.

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